

Rep Order# 8882660 Ver# 5 Status Revised
EC'd Yes

Traffic Order#

Printed: 10/15/2012 1:33 PM
Last Received: 10/15/2012 1:19 PM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () OBAMA, BARACK
Product OBAMA/P/D
Estimate# 2051
Buyer Maura Gilroy
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/2051
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$37,435

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--------|---------------------|---------------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 1 | TU-F,M | 700A-900A | CBS THIS MORNING | :30 | \$700.00 | 10/16-10/22 | 1 | 1 | 1 | \$700.00 | |
| | 2 | SA | 500A-700A | CBS THIS MORNING SATURDAY | :30 | \$335.00 | 10/20-10/20 | 1 | 1 | 1 | \$335.00 | |
| | 4 | TU-F,M | 100P-200P | LET'S MAKE A DEAL | :30 | \$1,315.00 | 10/16-10/22 | 1 | 1 | 1 | \$1,315.00 | |
| | 5 | TU-F,M | 200P-300P | THE TALK | :30 | \$1,315.00 | 10/16-10/22 | 1 | 1 | 1 | \$1,315.00 | |
| | 6 | TU-F,M | 300P-400P | ELLEN | :30 | \$1,490.00 | 10/16-10/22 | 1 | 1 | 1 | \$1,490.00 | |
| | *7 | W | 800P-900P | SURVIVOR 25 | :30 | \$7,700.00 | 10/17-10/17 | 0 | 0 | 0 | \$0.00 | |
| | | | Sales Remark: | V5 . | | | | | | | | |
| | | | V5 Comment Changed, | Spots/week Changed | | | | | | | | |
| | 8 | SA | 800P-1000P | MOVIE | :30 | \$500.00 | 10/20-10/20 | 2 | 1 | 2 | \$1,000.00 | |
| | 10 | TU-F,M | 1237A-137A | LATE LATE SHOW | :30 | \$440.00 | 10/16-10/22 | 2 | 1 | 2 | \$880.00 | |

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|------------|----------------------------------------|-----|------------|-------------|------------|------------|-------------|-------------|---------|
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | *11 | SU | 1000A-430P | CBS NFL | :30 | \$7,700.00 | 10/21-10/21 | 2 | 1 | 2 | \$15,400.00 | |
| | | | | Sales Remark: V5 . | | | | | | | | |
| | | | | V5 Comment Changed, Spots/week Changed | | | | | | | | |
| | *12 | TU | 900P-1000P | NCIS LA | :30 | \$2,100.00 | 10/16-10/16 | 1 | 1 | 1 | \$2,100.00 | |
| | | | | V3 Added | | | | | | | | |
| | *13 | F | 900P-1000P | CSI NY | :30 | \$5,500.00 | 10/19-10/19 | 1 | 1 | 1 | \$5,500.00 | |
| | | | | V3 Added | | | | | | | | |
| | *14 | F | 500P-630P | NEWS | :30 | \$400.00 | 10/19-10/19 | 1 | 1 | 1 | \$400.00 | |
| | | | | V3 Added | | | | | | | | |
| | *15 | TU | 600P-800P | PRES DEBATE | :30 | \$3,500.00 | 10/16-10/16 | 1 | 1 | 1 | \$3,500.00 | |
| | | | | V3 Added | | | | | | | | |
| | *16 | M | 600P-800P | PRES DEBATE | :30 | \$3,500.00 | 10/22-10/22 | 1 | 1 | 1 | \$3,500.00 | |
| | | | | V3 Added | | | | | | | | |

--REPORT TOTALS--

Report Totals: 16 / \$37,435.00

--SALES MONTHLY TOTALS--

Oct 12: 16 / \$37,435.00

Sales Totals: 16 / \$37,435.00

Station Totals: 16 / \$37,435.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

--COMPETITIVE--

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$124,783 | CABL | 0% | KLAS | 30% | KSNV | 40% | KTNV | 25% | KTUD | 0% |
|---------------|-----------|------|----|------|-----|------|-----|------|-----|------|----|